

**GOVERNMENT OF ANDHRA PRADESH**  
**A B S T R A C T**

MUNICIPAL ADMINISTRATION AND URBAN DEVELOPMENT DEPARTMENT - Advertisement policy to ban visual pollution in the City - Committee constituted for preparation of advertisement policy - Inclusion of Collectors of Krishna, Visakhapatnam and Hyderabad as members - Orders - Issued.

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**MUNICIPAL ADMINISTRATION AND URBAN DEVELOPMENT (H1) DEPARTMENT**

**G.O.Rt.No.1462**

**Dated:22-12-2010.**

**Read the following:-**

1. From the Deputy Secretary to the Gol, Ministry of Urban Development, NURM Directorate, New Delhi, Office Memorandum No.K14012/41/2008-NURM 1, dated 24.4.2008.
2. Meeting held with the Principal Secretaries / Secretaries of Urban Development of States and Union Territories on 30.4.2008 by the Secretary to Government of India (UT), Ministry of Urban Transport and presentation made on various issues on Urban Transport.
3. GO.Rt.No.943, MA & UD (H1) Dept. dt:02-07-2008.
4. Govt. Memo No.21224/F1/2010-2, dt:04-11-2010

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**O R D E R:**

In the G.O. 3<sup>rd</sup> read above orders were issued constituting a Committee for preparation of advertisement policy to ban visual pollution in the City under the Chairmanship of the Commissioner & Director of Municipal Administration, Andhra Pradesh, Hyderabad and to make an in depth study of the issue as suggested by the Government of India in close coordination with various agencies associated with the issue and to submit a detailed report to Government, so as to enable the Government to evolve a suitable advertisement policy.

2) In the reference 4<sup>th</sup> read above, it has been informed that during the review meeting on the Govt. Assurances held on 02-11-2010, among other Assurances, the Chairman of the Assurance Committee has directed to include the District Collectors of Vijayawada, Visakhapatnam and Hyderabad as Members in the Committee Constituted to formulate a policy on advertisements in GO.Rt.No.943, MA & UD (H1) Department, so as to enable them to suggest the safety measures in formulating a policy on advertisements and requested to take immediate necessary action on the above directions of the Chairman of the Assurances Committee.

3) Government after careful examination of the matter, hereby include the District Collectors of Krishna, Visakhapatnam & Hyderabad Districts as members of the Committee Constituted in the G.O. 3<sup>rd</sup> read above.

4) The Commissioner and Director of Municipal Administration, Hyderabad shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

T.S.APPA RAO  
PRINCIPAL SECRETARY TO GOVERNMENT(UD)

To

The Commissioner and Director of Municipal Administration, A.P., Hyderabad.

The District Collector, Krishna District.

The District Collector, Visakhapatnam District.

The District Collector, Hyderabad District.

The Managing Director, Hyderabad Metro Rail Limited, Metro Bhavan, Saifabad, Hyderabad.

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The Chief City Planner, Greater Hyderabad Municipal Corporation, Hyderabad.  
The Additional Commissioner (Planning), Greater Hyderabad Municipal Corporation, Hyderabad.  
The Director (Planning), Hyderabad Urban Development Authority, Hyderabad.  
The Director of Town and Country Planning, Hyderabad.  
The Officer on Special Duty, MA&UD Department, A.P., Secretariat, Hyderabad.  
The Joint Director, MA&UD Department, A.P., Secretariat, Hyderabad.  
The Executive Director, APSRTC, Musheerabad, Hyderabad.

Copy to:

The Deputy Secretary to Govt, Ministry of Urban Development, NURM Directorate, New Delhi.  
The Vice-Chairman and Managing Director,  
Andhra Pradesh State Road Transport Corporation, Musheerabad, Hyderabad.  
The Private Secretary to Special Secretary to CM.,  
The Private Secretary to M(MA).  
The Private Secretary to Chief Secretary to Government,  
The Private Secretary to Principal Secretary to Government, MA&UD Department.  
The Private Secretary to E.O., Principal Secretary to Government, MA&UD Department.  
The Private Secretary to Secretary to Government, MA&UD Department.  
MA & UD (F) Section.  
SF/SC.

//FORWARDED:: BY:: ORDER//

SECTION OFFICER